



Call to Order: 4:48 p.m.
Adjournment: p.m.

Led By: Blake Nelson
Secretary: Barb Moreno (Arturo Garcia-Sierra by proxy)

In Attendance (majority for a quorum=12) (13 voting, 3 non-voting):

1. Arturo Garcia Sierra
2. Jenny Mehlow
3. William Lopez
4. Patricia Maxwell Robertson
5. Alexis Cortes
6. Monica Gil dos Santos
7. Anthony King, APR
8. Cheryl Robinson, APR
9. Elena Gomez
10. Ben Mendoza
11. Ada Anderson
12. Paulina Sierra
13. Blake Nelson
14. Sammi Reyes
15. Julie Smith-Taylor, APR

Absent (X):

1. Barbara Cosio Moreno
2. April Tellez Green
3. Anne Buckley



- 4. Madeleine Baudoin Ghorashi
- 5. Chris Jenkins

Chapter Administrator: Blake Nelson, APR
Chapter Treasurer: Jenny Mehlow
Ethics Officer: Julie Smith-Taylor

Agenda Item	Discussion	Action	Owner
Call to Order/President's Update	<ul style="list-style-type: none"> • Call to order • Roll call • Western District Awards • Please attend our events 	No action	Blake
Welcome/President's Update	<ul style="list-style-type: none"> • Blake mentioned upcoming Board Retreat with a focus on board engagement 	Blake to conduct 15-minute audits to see how board and chapter can do better at serving board leadership to ensure higher engagement	Blake



<p>Budget Update/Presentation</p>	<ul style="list-style-type: none"> ● Jenny gave the budget presentation. Jenny was not able to share profit-and-loss table during the time of the board meeting. ● Jenny has completed the tax filings. Blake was able to review. 	<ul style="list-style-type: none"> - Jenny will share the table via email at a later date. - Board will vote on the budget by Friday, May 12 online 	<p>Jenny</p>
<p>Secretary Update</p>	<ul style="list-style-type: none"> - Arturo motioned to approve March and April Minutes - Cheryl motioned and William seconded. - Motion passed 		<p>Arturo</p>
<p>Sponsorship Update</p>	<ul style="list-style-type: none"> - Arturo asked board to share deck 		<p>Arturo</p>
<p>New Event Opportunity</p>	<ul style="list-style-type: none"> ● Arturo talked about event to conduct in-language communications ● Cheryl: UCSD Health would be a good partner ● William: Police Foundation would be a good partner ● Jenny: Rady's Hospital would be a good partner ● Monica: ASL could be a good language to explore via the work of K&A 	<p>Arturo to follow up for board members who volunteered a connection</p>	<p>Arturo</p>



APR	<ul style="list-style-type: none"> ● Five candidates in the mix for APR ● Anne has paired two with mentors ● One or more folks need to formally submit to PRSA for the formal process to start for them 		Cheryl (by proxy for Anne)
Bernays	<ul style="list-style-type: none"> - Jenny decided to extend submission period to seven weeks - Ada wants to work with Dr. Sweetser at SDSU to ensure seniors also submit to Bernays student award - Bernays committee has decided to have SDSU be the venue for the awards ceremony - Committee selected the date of October 26 - Keynote speaker will be from Allison & Partners - Lesson learned from last year: Tell sister chapter 10 days before we need the entries in. - August 1: Call for entries open - Not passed September 8: Late entries 		Jenny
Membership	<ul style="list-style-type: none"> - Reached 200 members in April - In the past two years, the high has been 212 and the low has been 191 - Outreach: Conducted training session for the PRSSA group 	Anthony will share membership pull	Anthony
Communications	<ul style="list-style-type: none"> - Blake and Anthony will look for a volunteer to help with social media - Team is back to posting 3/times a week on social media - The newsletter is in production 		Blake and Monica



Community relations	<ul style="list-style-type: none"> ● William: Quality Time is on timeline ● Sammi: PRSSA has a new board. Sammi will introduce Blake and Ada to the new president. Sammi will still be the liaison for PRSSA. Dr. Sweetser will still be the faculty advisor. SDSU had the PR capstones last week. 18 students (two groups) participated. ● Sammi can get social media volunteers for PRSSA 		Sammi and William
Diversity and Inclusion	<ul style="list-style-type: none"> - Diverse Dialogue series will happen highlighting women in PR. Sandy Young is confirmed. - Happy to help with equitable communications event 		Alexis
Ethics	<ul style="list-style-type: none"> ● Working on an Ethics Blog on the topic of Artificial Intelligence. Will also be sharing my recent survey results at the retreat. 		Julie
Professional development	<ul style="list-style-type: none"> - Will be conducting a blog post on AI - In June, they will host an event at USD about different areas you can work in PR. Looking at a Thursday in June for the event. 		Blake and Elena
Other	<ul style="list-style-type: none"> - Anthony will be inviting PRSA to an event at UCSD about mental health and PR 		Anthony
Adjourn	<ul style="list-style-type: none"> ● Meeting adjourned at 5:34 pm 	<ul style="list-style-type: none"> ● No formal action taken or required 	Blake